

Medical Economics



*Son of a Son
and Voter*

MAY, 1924

**RETARDED CONVALESCENCE
PRE-TUBERCULOSIS
NEURASTHENIA
RELAPSE**

**can often be avoided through
the judicious use of a build-
ing and vitalizing factor.**

**Compound Syrup of
Hypophosphites
“FELLOWS”**

*has been acknowledged for over Sixty-Years
as the Standard Preparation of its kind.*

HAVE YOU TRIED IT?

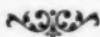
Samples and literature on request

**FELLOWS MEDICAL MFG. CO., Inc.
26 Christopher St. New York, N. Y., U. S. A.**

MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

H. Sheridan Baketel, A.M., M.D., Editor



Vol. 1

Contents for May, 1924

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The Chemist Tested Seven Soaps

—and found Reuter's the most desirable

The following excerpt from the Chemist's report on the efficacy of Reuter's Soap as a cleansing agent will be particularly interesting to the Medical Profession.

*"Naturally soiled fingers were moistened and dried by tapping on a piece of sterile gauze then washed for two minutes in clear water at 45°C and dried. Finger prints were then taken on a hardened agar surface and incubated for 24 hours. Result shown on plate No. 1.

"Fingers prepared in the same way—Reuter's Soap used in the washing process. Result shown on plate No. 2."

Results obtained by these tests show the efficiency of Reuter's Soap for the removal not only of dirt but bacteria. Reuter's was definitely proven to cleanse more perfectly than any other soap tested! A resume of results obtained in other tests—for haemolysis and irritating effects upon the skin, (showing Reuter's to be substantially non-irritating) and for the effect of soap on the growth of new tissue, will be presented in future issues of Medical Economics.

*Send us your name for a Physician's Sample
and details of the Laboratory report*



PLATE 1



PLATE 2

*From the report of an exhaustive chemical and biological investigation of Reuter's Soap in comparison with a number of other leading brands, conducted by a well known New York laboratory.

Reuter's Soap

Made and Guaranteed By

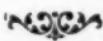
Reuter-Barry, Inc., 26-28 Beaver Street, New York, N. Y.

Shall the Medical Profession Advertise?

What Do YOU Think?

Nor love, nor honour, wealth nor pow'r,
Can give the heart a cheerful hour,
When health is lost. Be timely wise;
With health all taste of pleasure flies.

—*Gay Fables. I.*



Is the public health purchasable?

Is it possible to increase the span of life?

To both of these queries MEDICAL ECONOMICS answers Yes.

How? By the use of printer's ink—by preaching it from the housetops—*by advertising!*

Preventive medicine has demonstrated its power. Men who once sat in shadow of con death, were release age of many dis epidemic, are to

Hosea of old are destroyed for edge." It may when he said

Read this Article and Vote!

darkness, in the stantly impending ed from the bond-eases, which once day but memories. said that "people lack of knowl have been true, it.

Are we, guardians of the public health, in this enlightened twentieth century, to allow it to be regarded as true today? We doubt it.

The aim of the medical practitioner should be to keep his patients *well*, quite as much as to treat them when ill. The day is coming when illness will be decidedly bad form. Good health will be the vogue, the eminently proper thing. The duty of the physician will be to keep his clientele fit by means of periodic health examinations, by proper hygienic advice and by the practical application of health and dietary admonition.

In a word medical men will eventually interest themselves primarily in preclinical medicine. Beginning with the expectant mother, they will see her through pregnancy and the puerperium, and will carry the child from babyhood into childhood and thence through the various stages of existence until the grim Reaper puts in his final demand. The individual will be under constant supervision from antenatal days until the death certificate is signed.

We agree it is true that such a program is radical and cannot be brought to pass in the twinkling of an eye.

Is not progress radical?

Has any reform ever been enacted except through great tribulation?

Only by the most careful and painstaking process of education can such heights be reached. The fact remains, nevertheless, that health is purchasable and we, as practitioners of the healing art, have it in our power to render and keep the bulk of the population well.

That a man may enjoy the blessings of good health he must first ascertain if his physical body is in order, if he is functioning properly. He must be examined by his physician, not cursorily, but very carefully, skilfully and conscientiously. Every defect must be noted, and arrangements made for its correction.

Functional disturbances must be studied and treated. Exercises, diet lists and general hygienic measures will add to the necessities of the case and on these points will depend in great measure the success of the procedure.

The value of periodic health examinations cannot be better shown than in the report of the study of 17,000 examinations for the Metropolitan Life Insurance Company which demonstrates that people who have a periodic health examination and follow the advice given have a death rate of 28% less than people who are not examined and advised. Of the physical defects found in these examinations the most important were:

1. 26% Enlarged or Infected Tonsils.
2. 13% Overweight.
3. 12.2% Albuminuria.

4. 8.5% Pyorrhea and Infected Teeth.
5. 6% Functional Murmurs.
6. 5.1% Hernias.
7. 5% Arterio-Sclerosis.
8. 2½% Enlargement of Heart.
9. 1% Organic Heart Disease.
10. .4% Pulmonary Tuberculosis.

The investigators believed that infected or diseased teeth were the causes of rheumatic fever, arthritis and various head infections, and possibly some cases of osteomyelitis, septicemia, chronic gastritis and meningitis. It was found that children showed teeth defects in 75% to 90% of the cases examined. It has been further observed that since more attention has been paid to these foci of infection, especially in the head, as infected tonsils, throat, sinuses, and teeth, there has been a reduction in the death rate in the past ten years from acute rheumatism.

The Metropolitan research workers found that overweight had a definite relation to high blood pressure, much more so than protein diet, excessive use of tobacco or focal infection.

Recognition of endocrine disease is in its infancy and promises results as startling as those with the proper use of insulin in diabetes.

Cases of nephritis and the presence of albumen in the urine show a mortality of 24% in excess of that expected according to the American Experience Table. This is about twice as great as the mortality experienced in unimpaired lives.

Persons with albumen and casts show a much higher mortality than with only albumen present. What does this mean? Those with a trace of albumen and casts under 40 years of age showed a mortality of 48% in excess of normal and over 40 years of age 124% higher than normal.

These findings emphasize the significance of albuminuria as a physical defect and, as they usually cause no symptoms, emphasize the necessity of regular periodic health examinations to detect these conditions in their incipiency.

How can the mass of the people learn of the absolute necessity of being thoroughly examined once a year?

By the judicious application of large doses of printer's ink in the form of advertising in the public press?

Where shall such advertising appear?

In daily and weekly papers, in special publications going into the homes, like the farms' papers, women's journals, Saturday Evening Post, Collier's and other periodicals which are read by the people?

"Such a campaign of education would be expensive," is one objection we hear raised. Certainly it would be. All good things cost money, but the end justifies the means.

Where would funds be secured to pay for educating the people how they should live if they would live and keep well?

Through the media of the national, state and county medical associations and societies.

The great and powerful American Medical Association has large means at its command. It spends substantial sums each year for various kinds of propaganda, each for the public weal. It seeks to eliminate quackery, patent medicines and every form of evil which saps the vitals of established medicine.

It gives out medical information of a most valuable kind to the public press for the popular education of the people on health topics. The Association strives in every way to advance the cause of the profession and the people whom physicians serve.

Doubtless those in authority would welcome the opportunity to further contribute to this splendid work by aiding materially in presenting to the readers of the advertising pages short, crisp, snappy ad-itorials on the necessity of periodic health examinations.

State and county societies are not possessed of the resources of the national organization, but we doubt not interested men in those bodies would do their part in arranging for the broadcasting of advertisements which would "sell" the idea of health examinations to the laity.

Who should prepare the advertising copy?

A committee from the society paying for the publicity, with the aid and assistance of an advertising agency, so that

the proper selling arguments could be discriminately advanced.

At the March meeting of the Medical Society of the County of Kings (Brooklyn, N. Y.), the editor of MEDICAL ECONOMICS advocated this general idea and suggested in addition to the advertising that brief editorials be prepared by a committee from the society, on topics timely and in language easily understandable, for publication in the daily papers of the city.

Not only did the society enthusiastically indorse this idea, but another speaker in the person of Mr. Arthur Brisbane, editor of the Hearst publications, gave the plan his hearty approval. He said if such editorials were sent to him he would not only utilize them in his daily editorial column, reaching 12,000,000 Hearst paper readers a day, but that he would send the matter to the syndicate of 70 daily papers scattered throughout the country to which he contributes a daily column.

There is action!

What the County of Kings is preparing to do can be duplicated by many other county societies. If one society with less than 2,000 members can undertake such a campaign, will the national body, the state societies and the larger county societies content themselves to do less?

The organized medical profession has at this moment the greatest opportunity for service ever opened to it.

It has in its power, absolutely, the chance to increase the span of life by aiding in the periodic examination of every man, woman and child who loves life and desires to enjoy to the fullest its pleasures and its responsibilities.

Are the doctors of the country going to rise to the occasion?

Will they advocate the spreading of the gospel of health by the means hereinbefore set down, or by some method leading to the same end?

Will they benefit mankind now as they have always?

We vote "Yes" to each question.

A ballot accompanies every copy of the 100,000 of the May issue of MEDICAL ECONOMICS.

It reads:

Are you in favor of periodic health examinations?
Do you favor advertising the necessities for such examinations in the lay press?

Slip this ballot into an envelope and send it to MEDICAL ECONOMICS, 256 Broadway, New York, today.

Remember the examinations of your patients must be made by you, for you are the physician who is caring for those patients.

Keeping your patrons in health is your job. Do you want to do your share toward eliminating unnecessary disease from the world?

The Bane of the Bootleggers



P. & A. Photos

At first glance one might assume this to be the picture of a research worker. But in actuality it shows the "bane of the bootlegger," Dr. W. V. Linder, Chief Chemist of the U. S. Bureau of Internal Revenue, who has tested 50,000 samples of bootleg liquor. He says 1,000 of the samples contained zinc salts, lead salts or tin salts, absorbed from distilling apparatus, while most of the confiscated liquor is denatured alcohol, colored and flavored.

Government Bonds As a Physician's Stronghold

Malfad W. Thewlis, M.D.

New York



Some time ago a busy surgeon confided that during his long and successful years of practice he had not managed to save a penny; in the event of his death his wife would have found herself practically destitute. He did not know how to invest his money; a friend kindly advised him to buy Treasury Savings Certificates from the post office.

The surgeon followed his friend's suggestion and soon began to build up a reserve fund which grew rapidly.

This particular medicine man's failure to provide for the future, until urged to do so, was probably due to lack of imagination. He did not foresee what might happen, but he was more easily cured than the man whose excess of imagination drives him to the stock market. His case is often a hopeless one. He will very likely dabble in stocks, with the innocence of the professional man who believes himself a financier, until his brokers close him out. By rare chance the doctor may be keen, acquire a certain knowledge of stocks, and cease to be interested in medicine. His mood will largely depend on the financial column of his evening paper. He will be optimistic when the market is up and pessimistic when it gravitates downward; his patients will soon notice it and his practice dwindle accordingly.

We are familiar with the old saying "one cannot serve two masters." A physician, whose responsibility is always great, who may save lives, or may fail to carry out his duty just be-

cause he does not think clearly and rapidly at a critical moment, cannot very well afford to gamble, and to dabble in the stock market is gambling.

In some zoological parks the keepers of dangerous animals are particularly well paid, because, according to the director, a man who has financial worries is at a disadvantage when accomplishing dangerous tasks. His mind is not clear, and if for one minute it wanders from his wards, that minute may prove fatal. The bears of the zoo and the "bears" of the stock market are equally dangerous.

With adequate life, health and accident insurance (liability insurance being taken for granted), and government bonds, a physician is safe. Life insurance gives the physician's family ready money, without Federal inheritance taxation, provided the policy is in favor of his wife or children. Should the policy be made out to his estate it is taxable, while there is \$40,000 exemption if it is made out to his family. Life insurance provides ready money while the estate is being settled, the latter requiring, as a rule, two years. Life insurance companies will also give the physician's widow a stated amount each month instead of a lump sum, provided the policy is so arranged. This saves a trust fund in a bank.

One physician, by selling his stocks and bonds and buying government issues was so much relieved mentally that his practice actually increased several

thousand dollars in one year. Instead of devoting his time to worrying about finance, he studied every new development in medicine.

In some states the inheritance tax on stocks runs as high as 40 per cent which detracts a great deal from the value of the estate. There is no heavy inheritance tax on Liberty Bonds.

The most simple method of purchasing Government issues is to step into any post office and buy Treasury Savings Certificates. Some of the advantages of these are:

1. They are backed by the credit of the U. S. Government and are one of the soundest investments in the world today.

about 3½ per cent per annum, compounded semi-annually.

2. They are exempt from the normal Federal income tax and from all State and local taxation (except estate and inheritance taxes).

The average investor in a life time will not average 4½ per cent compound interest because very few escape some losses. Considering the fact that stocks and bonds are usually subject to State and local taxation, besides the income tax, that the inheritance taxes may be very high, depending upon the State in which the company was incorporated, Government issues are the most desirable. With a great sense of security, the physician, whose



"A physician cannot very well afford to gamble, and to dabble in stock market is gambling."

2. Anyone can afford them. A \$25 certificate costs only \$20; a \$100 certificate costs \$80 and a \$1,000 costs only \$800.

3. Any one person, including each member of a family, may buy up to \$5,000 maturity value of any one series.

4. At the new prices they earn about 4½ per cent per annum, compounded semi-annually, if held to maturity. Each certificate matures 5 years from date of issue.

5. The certificates may be cashed before maturity, at any time, and the owner then receives

money is invested in them, devotes himself to his work and has added reason for increasing his income.

A broker who accumulated a fortune in Wall Street has one-third of his possessions in Liberty Bonds. He says that his sleep is never disturbed as a result of this safeguard. Recently, I asked the vice-president of a large trust company what his institution was buying for its own investment. He replied that for some time the company had been buying practically nothing but Liberty Bonds.

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Why Some Doctors Do Not Succeed in Practice

C. A. Bryce, M.D.

Richmond, Va.



AS I have been seeking the bag of gold at the end of the rainbow all of a long life without ever actually achieving what the dollars-and-cents part of my profession call success, I therefore doubt my ability to impart anything very helpful on the above important subject. Much depends upon our ideas of what constitutes success. A man may be very successful from one point of view and a complete failure from another. Acting on the assumption that a doctor who obtained a big practice and collected much money would be typical of a successful physician, I will mention some things that I know will certainly not promote any physician's financial success. It is a pretty safe rule to judge the other fellow by yourself and the Golden Rule is as applicable to doctors of today as it was when it was given out as good medicine.

It takes so many things to make a successful doctor and so few errors to ruin him that one cannot point out all the pitfalls, but certainly no physician can expect to gain and hold the esteem and patronage of the community in which he operates unless he possesses high moral character. I have known more medical men shipwrecked on this reef than any other, for the medical profession offers all manner of opportunities

for wrongdoing to the unprincipled physician or weakling who has insufficient character to resist temptation.

I knew a doctor who was doing a fine practice and gaining new families daily. One day he dropped a letter from his pocket in the house of a patient, who read it from curiosity. Finding it to contain most endearing terms from a prominent married woman, she showed it to her husband, and he in turn sent it to the doctor's wife.

The spread of the scandal was the end of that physician's practice. Want of character was his downfall.

Many years ago a physician of unusual qualifications and courtly manners, dressing in the

tip of style and driving a handsome equipage, had an office in one of our leading hotels. He enjoyed the cream of transient practice and had a fine city patronage. Two things ruined him: His head was turned by making money too freely and too easily and he could not withstand temptation. The same class of highfliers who had thrust his success upon him taught him to drink and gamble and robbed him of his own self-respect, without which no man can succeed.

There lived and practiced in this city about forty years ago a physician who was never known to refuse a call, who never rendered a

"Life lives only in success," said Bayard Taylor. Success today is reckoned not in money gained, but in service rendered. Dr. Bryce has set forth some of these elements which are essential to the successful practice of medicine.

How much confidence the laity would have in physicians if they all measured up to the standards he sets forth.

bill and was on the go every waking hour of his time. He lived upon the voluntary contributions of his immense clientele, who were mostly the working people, and I do not suppose he ever had as

him who had been more than a father to all who ever called to him for comfort and help.

Thousands followed his hearse to the cemetery and banked his grave out of sight with roses. Be-



"One day he dropped a letter from his pocket in the house of a patient."

much as a hundred dollars at once in his life, though he seemed never to be in want of anything he needed. His patients kept him in working trim. If his horse died another one would be standing at his hitching post next day; when he went into a clothiers and selected a suit of clothes and asked the price he would be told "It is paid for, doctor." He was known in every section of the city by everyone and he could not get his money accepted in any store in this city, from the Italian peanut vendor to the largest mercantile house.

The doctor came in one evening after a hard day's work and told his office man not to let him be awakened until he had slept two hours as he felt very tired. At the expiration of the time the faithful servant found he could not arouse his master from that blessed repose that God gives the tired soul in His own good time. The word went forth in all quarters among the humble and poor. Mothers called their children in from the streets, drew down the curtains and mourned in silent grief for

fore the grass had covered the mound over his remains the pennies of the poor had placed a towering monument over "Our Doctor." I do not know whether to call this doctor's life a success or a failure, but when the silent boatman of the mystic river called for him, I feel sure that he had the right fare.

Henry Ford, who is the greatest example of success against the very heaviest odds that this country has ever seen, says of his secret: "I tell you, selfishness, trying to get ahead of the other fellow, trying to take away from other people, is the worst policy a man can follow. It is NOT a 'practical' viewpoint on life. Any man who is a success is a success because his work has helped other men, whether he realizes it or not. The more he helps other men the more successful everyone will be, and he will get his share."

Applied to the practice of medicine this principle is equally true, for the doctor who never has a good word to say for his competitors, takes advantage of his

(Continued on page 36)

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Cooperation Between Physician and Patient

J. C. Huges, M.D.

Brooklyn, N. Y.



The physician is supposed to help the patient. Why not let the patient help the physician?

I have found that by disseminating information along certain definite lines to my patients, I have been able to do a great deal more work with a great deal less effort and with infinitely better results. I am not certain that there is anything new in this plan, but as it is not generally used, I am glad to present it for what it is worth to my confrères throughout the country.

I send out to patients a small, four-page folder, announcing on the first page my office hours for each day in the week. On the other pages there appears the matter which I wish to impress upon my patients under the general heading of Cooperation. It has helped me and I hope it will help the other fellow. Here it is:

Ways to help the doctor in his efforts to serve you

The greatest asset of the busy doctor is his time. When you take up more than your share you are taking it from someone else who may be in great need of it. To make every minute count I must have your help. Just a little cooperation between the doctor and patient will do much

There is too much of a tendency on the part of the public to put all the burden on the physician. He is supposed to be always on call, and if he does not respond immediately, he is soundly criticized. Dr. Hughes, one of Brooklyn's busiest practitioners, has evolved a unique method of cooperation between clientèle and physician.

toward real efficiency. Will you do your share?

Delays cause unnecessary suffering

Delay in visiting your family physician when first taken ill means extra expense, loss of time from work, unnecessary delay in recovery and at times serious illness.

When ill, consult your doctor at once.

Send in your call early

Should illness prevent you from going to doctor's office, always, when possible, call his office before 9 a. m., unless it is an emergency call, to insure the patient receiving

prompt treatment. Always remember the doctor has many calls to make each day and unless you cooperate with him by getting your call in as early as your neighbor's, it will be impossible for him to render the service rightfully due you. If you wish the best service I can give you the call must be sent in early. Many calls coming in late cannot be made until the next day. Please remember this and send your call in before 9 in the morning, or better still, 'phone them to me the night before.

When sending in your call be prepared to tell the complaint or

nature of the illness. This information is important and will greatly aid in getting prompt treatment with the necessary things to work with at your bedside. Much valuable time will thus be saved.

Failure to receive prompt attention

Should the physician fail to respond to your call within reasonable time always 'phone the office and ascertain the cause of delay.

Engaging physician in confinements

Engage your physician months in advance of confinements to avoid, when possible, serious complications at birth.

Consultations and special treatments

Consultations are invited during office hours in regard to the importance of x-ray diagnosis. Special treatments or special examinations, including x-ray diagnosis of diseases of chest, stomach, etc., are by appointment only.

Avoid taking chances

It is a fact that many avoidable deaths occur constantly in this country from diphtheria, typhoid fever, appendicitis, cancer and other diseases, because regularly licensed medical men are not called in at the beginning of illness, nor given every opportunity to find out the real ailment of the patient, to make a scientific diagnosis and to suggest a proper course of treatment called for by each individual case. Certainly every sensible person will admit the possible danger in any case of illness, of failing to ascertain the real nature of the illness, so that timely and active scientific measures may be taken; and the importance of visits at regular intervals to physician's office to ascertain the results of treatment rendered to avoid unnecessary complications and unfavorable progress of disease when treatment has once begun will often

result in a life extension in years to you.

Bills are due when rendered

If the statement is incorrect, kindly mail it back at once noting the cause of complaint. It will receive immediate attention.

If the statement is correct, kindly forward amount due. If the bill cannot be paid within reasonable time send a note stating the cause of delay. I have not the time to come to you personally and ask you why your bill has received no attention, so kindly help me as best you can.

If after waiting a reasonable time without any response you must not complain if I am compelled to employ a collecting agency to find out the cause of the delay. Remember that a physician's time and labor are a necessity to combat illness. Kindly cooperate and do your share by not requesting deferred payments, for this only deprives some other deserving patients of the doctor's time and visits wasted unnecessarily over old accounts. Pay your bills promptly and by so doing help me in my endeavor to aid you.

Poor Finance

A noted financier was taken seriously ill at 90 years old and felt that his end was near.

"Nonsense," said the doctor, "the Lord isn't going to take you until you've passed the 100 mark."

"No, my friend," said the aged banker, "that wouldn't be good finance. Why should the Lord wait until I reach par when He can pick me up at 90?"

—*Business Magazine.*

Paedaretus, when he was not elected to be one of the three hundred (which was the highest honor and office in the city), went away cheerfully and smiling, saying he was glad if the city had three hundred better citizens than himself.

—*Plutarch.*

Origin and Development of the Real Estate Mortgage

Peter Hamilton
New York, N. Y.



WHATEVER has endured through the ages carries with it the implication of great strength. The pyramids and the great Sphinx are illustrations of this, while such phrases as "The Everlasting Hills," and "The Rock of Ages," have come to symbolize for us that majestic strength which we may depend on with the utmost confidence.

One of the institutions of man, which started in the dimmest dawn of antiquity and which still endures in higher favor, more firmly established than ever, is the real estate first mortgage. Long before the beginning of written history it existed, for we find it familiarly

spoken of in the earliest writings that have been found on the earth. It helps man to provide one of his real and primary necessities, his home, with protection from storm and cold, and it is sure to remain in some form as a powerful factor in human life to the very end of time.

It is impossible to know, but interesting to speculate, as to just when and how the first mortgage was placed. It seems certain that when man was a tree dweller he did not need a mortgage to erect his home. Trees were plentiful and whatever rough nests he built in their branches were probably

of material ready at hand and he supplied the labor himself.

When he learned how to kindle a fire, to keep off wild beasts, and dwelt in a cave his place of abode became more permanent, except when taken from him by superior brawn and ferocity, but no capital was required to construct such a home when he found it already formed in the rocks or mountainsides.

Tribute may sometimes have been exacted of him in order that he might remain unmolested and such liens, based as they were on superior strength or numbers, may sometimes have yielded to their holders very high, not to say usurious, rates

of interest. It is probable that even in that early period there were artificial caves requiring the labor of others in the digging, and this may have led to some kind of "mechanic's lien," paid by the proprietor, possibly in labor reciprocity.

It is not inconceivable that such obligations may have run for many moons, or however they measured time, before being discharged by the cave holder and this would be an ancient approximation of a mortgage as we know it.

Of a somewhat later time we have record that caves were

Mortgages appear like eminently prosaic affairs, but Mr. Hamilton, who is vice president of the Lawyer's Mortgage Co., gives it a touch of romance by tracing it back into the nether realms of the cave dwellers.

Prosaic or romantic, the mortgage is the world's greatest bone builder. Without it we would be cave dwellers still, mayhap with it any man of integrity may dwell tranquilly under his "own vine and fig tree."

bought and sold, as in the Book of Genesis, when Abraham bought the Cave of Macpelah from the Sons of Heth, as a sepulchre for his wife Sarah. Abraham, who was rich, probably bought outright without giving a mortgage, but there were doubtless others, not so fortunately situated, who borrowed a part of the purchase price when they bought a family burial cave, giving some kind of writing as security.

But the mode of life of Abraham and his contemporaries was nomadic, as they lived in tents, moving with their flocks and herds in quest of good pastures. There would seem to have been little need of mortgages to help build homes for Abraham's tribes in that period.

After the cave men came the lake dwellers and they had houses of wood, built over the water on piles or stilts, again for protection, and these houses represented fixed capital. They were grouped in considerable numbers forming a community and value must have

or skins, may very well have advanced to his poorer neighbor part or all of the wherewithal to build his house, taking as interest his allegiance as a fighting man, his labor when needed, or, possibly a tithe of his spoils from the hunt.

This was truly a mortgage on real estate serving a useful purpose to both the borrower and the lender.

As the building art improved, other materials were used in the construction of houses, first sun-baked clay tiles or bricks, and later stone. The remains of considerable cities, built largely of these more substantial materials, many centuries B. C. have been unearthed by archeologists in the country lying between the Euphrates and the Tigris Rivers, comprising the Mesopotamian plains and the Assyrian Plateau; the country just east of Palestine.

In Hammurabi's palace at Babylon was found a tremendous library, consisting of thousands of clay tablets of various sizes having upon them strange writings in



"It seems certain that when man was a tree dweller he did not need a mortgage to erect his home."

arisen, through differences of location and accessibility, just as in our modern cities. Although every lake dweller had to have a house, it is not to be supposed that they were all equally well off, and the man rich in shells, or wampum,

characters shaped like arrow heads or wedges stamped into the clay when it was soft. Only a rich man could afford shelf room for such a library, but Hammurabi was a king who apparently had

(Continued on page 40)

Letters of a Self-Made Doctor

Harold Hays, M.D., F.A.C.S.

New York, N. Y.

Letter No. 6



MY DEAR JERRY:

I have just eaten a hearty supper and am on my way to a medical meeting but before I go I shall have a moment's time to scribble you a few lines although I may not be able to finish until I get home.

My supper isn't sitting any too lightly because I gulped it down in the usual hurry that medical men are prone to. I suppose I ought to count ten with every mouthful I chew but I always eat as if I were rushing off to an important operation with the result that I have to pull out my pipe with the last course in order to get enough saliva flowing for digestive purposes.

I am going to the meeting of the Esculapius Society tonight. They have on a program in which I am not very much interested and which no doubt will bore me to death but still I am going. And to make matters worse, they will meet in a stuffy old room, every man will be smoking a pipe or a cigar or a cigarette and you will be able to cut the air.

Perhaps after the meeting is over, someone will suggest opening a window. I suppose the reason they never open a window at one of these meetings is that they are afraid that some of the medical knowledge will fly out of the window. Or perhaps they don't want the public to know that they are rowing or calling one another by unseemly names in the most polite language. Anyway, there must be some reason.

"Doctors remind me of a lot of nanny-goats, particularly at a medical meeting," a friend of mine remarked the other day.

"Whyfore?" I asked.

"Do they ever sneeze into a handkerchief? Do they ever turn their heads aside when they cough?

"Nothing doing. When they want to sneeze they take a long breath and see how far they can project the infinitesimal streams of air into the atmosphere. Leisurely they take out a pocket handkerchief which reaches the region of their noses at about the tenth sneeze. Meanwhile the air has about a million more bugs to contend with. When it comes to the coughing act, the possible expectoration may be put away into a back pocket. The only saving grace is that doctors in some way become immune to the ordinary bugs or the Lord protects them somehow."

"Well, I don't know that I would go as far as you do, old man," I answered. "But taking it all and all, it would seem to me that the cobwebs in the brains of some of our medical men could be cleaned out by some wholesome air at medical meetings."

All joking aside, my boy, going to the meetings of medical societies is a sacred rite, which all young men particularly, should indulge in. I won't say that you will always lay aside a vast amount of medical knowledge but you can't help but absorb some-

thing which is of more value than the contaminated air.

I have made it a point, in fact I made it a point in my earliest days, to join as many of the local societies as I could, chief among which was the County Medical Society, because that is the stepping stone to the State Society and the American Medical Association.

And let me say here that, no matter how much knocking of this latter society you hear, it is the representative society of the United States and therefore you must affiliate with it. Most of the men who knock it the hardest are the men who know least about it and if they are not satisfied with the way it is run, they ought to try to manage the same sort of an organization themselves and see where the difficulties are.

But I am more anxious to bring home the value of your local societies to you. There are two chief reasons why you should belong to them. In the first place, it gives you the opportunity to get acquainted with the other men in town (and you never know when it will do you some good to be known to them) and secondly, every once in so often you ought to have a paper ready to spring on them to let them know what a bright boy you are.

It doesn't make any difference how much knowledge you have stored up in that massive brain of yours, it doesn't make any difference how much you are sure you know, and know better than the other fellow, the other fellow is never going to know it until you open your mouth and spill the beans. Whether what you have to say is worth while or not, you will soon find out.

My first experiences at medical societies may interest you. I had a smattering of knowledge of my specialty and it occurred to me that I ought to spatter some of that smatter. I dug up a subject which had an anatomico-physiologic - pathological - asinity to it

which would stamp me as one of those virgin egotists who didn't know where he was at. I took it over to the president of the society and asked his permission to read it. He was a wise man. After glancing at my ms. he sent it back with the following letter:

DEAR DR. HUTT:

I have read your paper and my soundest advice is to scrap it. You have managed to give the impression that the deepest thought and the longest words give the profoundest knowledge. Such a paper might go before a bunch of Pan-Germanists if it were founded on thorough research work by yourself, but as a matter of fact, the members of our society are hard working American doctors who want to learn practical things which can help them in their every-day work. At times they are even willing to be amused at a medical meeting.

I would really like to have you read a paper to us. In its preparation I want you to bear two facts in mind—first that you should write of the simplest things in every-day English and second try to convey the impression that you are human, even if you have to knock yourself once in a while,

Sincerely,

James Lovejoy.

I took Lovejoy's advice, tore up the paper that I spent so many hours writing and then I began to bone up on the "Causes and Management of Nasal Hemorrhage." This met with Lovejoy's approval and, much to my satisfaction, I got away with it beautifully.

Of course, as time goes on, it is worth while to be in the position where your societies want your papers but if you get on the program more than once every two years, you are more than lucky. Moreover, it's a question in my mind whether the men want to hear you oftener than that, except in discussion, no matter how good you are. They like a variety show much better than a one-man performance.

I found that it was a good thing to get with the boys and be chummy-like. I would go to medical meetings which would be so dead that even the devil himself would have found it hard to keep awake. At such times, I would rest the nape of my neck on the rounded top of the cane bottom chair and

go into a half snooze until it was time for refreshments.

Then I would sit 'round until the wee small hours of the morning chinning with the other men. Don't think that this was time wasted. I found that most of the fellows were very likable and, if they weren't as scientifically inclined as one would desire, it wasn't always their fault. Some of them weren't made to be scientific but just good practical doctors. Others were kept busy with an overwhelming, cheap practice which absorbed all their energies so that when they went to bed at night, it was merely to forget until the next day's grind. And then there was a third class of reticent fellows who never could get on their feet to talk but who could tell you a lot around a table.

Moreover, I found that many of them liked to ask me questions which would help to solve a case on which they were working. When I look back on all those "snooze-fests" at this late date I find that some of the best friends I have are among the men whom I met after the so-called scientific part of the program was over.

:: :: ::

I told you that I didn't think that I would be able to finish this letter before I went to the Esculapius Society meeting. I had to run to get there by nine o'clock. The meeting was scheduled for eight but I was in plenty of time. It is now midnight.

How did I enjoy the meeting?

Well, you see, my boy, this was a high-brow meeting and only the holy of holies was allowed to get up to say something, which meant that I wasn't called on often. I gleaned one or two scientific facts of interest which more than repaid me for going and I managed to study a good deal of human nature.

I had previously learned that there were three kinds of men who attended these meetings—

wise ones, semi-wise ones and jack-asses. I mean no disparagement to medical men when I say this, because very few fall into the latter class.

Let me give you an example of what happened this evening. The subject had to do with intracranial lesions. Dr. Wise-one got up first. He knew his subject.

"The subject was very well presented," he said. "I am firmly convinced that there is no field of medicine which is more confusing. In my experience I have had many similar cases, etc., etc." And then he went on to intelligently enumerate his cases and pointed out differences.

Then Dr. Semi-wise One got up.

"Gentlemen," he said, "I was much impressed with the Doctor's paper. I do not pretend to have as exact a knowledge of the subject as Dr. Wise-one. But I have had one or two cases in my practice which might prove interesting." Then he went on to enumerate his cases, which had nothing to do with the subject.

Finally Dr. Jack-ass had a chance to get on his feet.

"I am thrilled with the picture which the Doctor has presented," he said, as he puffed out his chest and strutted about in front of the front chairs and tried to look important. "I always give the cases my most serious thought. I lay awake nights thinking about the awful suffering my patient has gone through. I want to help him. Now it has occurred to me (and this does not mean that I have not the greatest admiration for the Doctor, who is known to all of us as the par excellence in medical science and the acme of perfection in his work) that if a more minute examination were made of the cerebrospinal fluid and if—I say—if one were able to find pathological brain substance in it which would give a clue to the possibilities of a neoplasm or

(Concluded on page 48)

Editorial

Deciding An Important Question

MEICAL ECONOMICS, in its leading article in this issue, puts forth a plan for advertising in the daily, weekly and monthly lay press, setting forth the leading features of periodic health examinations and urgently advocating the acceptance of these vital principles by the people.

MEDICAL ECONOMICS suggests that appropriations to meet the cost of this very necessary publicity be made by the American Medical Association and the various State and County Medical Societies.

"Where can we get the money?" ask some of the members of these societies.

The American Medical Association is so splendidly organized and financed that it would doubtless easily find ways and means to make such an outlay. The other societies could well afford to increase dues by \$1 or \$2 a year, the increase to be utilized for advertising, as a society, in the local press.

Medicine seems to have advanced sometimes by evolution and at others by revolution.

The advance suggested herein is the result of a peaceful evolution, which has been progressing for a considerable period. Systems must perforce give way to others, when their duty is done.

The old-fashioned way of pouring nauseous decoctions of drugs down the unwilling throats of a defenseless, because ignorant, populace has been relegated to the limbo of innocuous desuetude. Twenty grain doses of calomel are out of date.

Permitting men to become ill, when it can be prevented, is going out of fashion. The laity is commencing to learn that public health is purchasable. And laymen are in the market for that commodity in wholesale quantities.

Are we, as physicians, going to sell it to them, or are we going to sit supinely on our haunches as we have done be-

Editorial

fore and permit some untutored and unlettered cult to do for the people what they have every right to expect of us?

We are altogether too prone to stick our professional heads in the sand and whistle through our teeth that all cultism is bunk. No cult can exist for long unless it has some little peg upon which to hang its hat.

Why do we not take a lesson out of their books?

Echo answers, Why!

Meanwhile, medicine is faced with the greatest opportunity for service ever presented.

Will it respond?

Will it grasp the proffered chance?

Will it lay hold on preclinical medicine and carry it out to the successful end?

MEDICAL ECONOMICS not only presents this vital and timely subject to its 100,000 readers, but it asks you to vote by a specially prepared ballot on the merits of pre-clinical medicine and the advisability of advertising, through society action, to the people.

The great question is "Have physicians a duty to their patients?"

If so, the next question is "Will they make the most of it, now that opportunity knocks?"

Your vote will help decide this question!

Old Solomon Knew!

Old Mr. Solomon knew. The next time some smooth and oily salesman attempts to lead you into the land flowing with milk and honey, or oil, gold, or other commodities, and who guarantees you attractive dividends, and all the rest, harken back to the wisdom of the wisest of men: "He that tilleth his land shall have plenty of bread; but he that followeth after vain persons shall have poverty enough."

We lay no claim to strength in exegesis but we opine that Solomon intended to convey the meaning that "every man to his task." He believed that if a man were frugal and industrious, plenty

would come to him, but that if he listened to the siren songs of the stock salesman and the man who can extract gold from sea water, nitrogen from the air and other feats, possible but not profitable to the small investor, he would eventually subsist on a menu of snowballs.

In short, Solomon advocated conservatism. The next time, gentle reader, that you are approached to buy stock in anything, recall the words of the long deceased Mr. Solomon and ask your banker's advice.

Solomon was wise unto his day and generation. He knew.

Time Is the Biggest Asset a Man Possesses

MCM

TIME IS THE BIGGEST ASSET A MAN POSSESSES. Thus says Herbert

Kauffman. He goes on:

"There is gold in the creeks of the Yukon
And tons in the dirt of the Strand
There's an untold slough of the dust in
Peru

As many a Spanish bully knew
But the hour glass holds more in its
sands."

The tendency of many men is to regard time lightly.

The physician who has learned the lesson of concentration possesses jewels far richer than rubies.

The man who is a success is the man who is everlastingly on the job. By being on the job I mean that he is not swapping experiences in the drug store downtown, nor talking baseball in the corner grocery, nor shooting billiards in a Main Street parlor. The doctors under whose names the recording angel writes the word "success" are the men who have always been there when wanted. The "there" in this instance is the doctor's residence or his office.

I know of a physician in a New England state who made an inventory of his goods and chattels not long ago, and found that at the market value of his securities and real estate he was possessed of more than 100,000 real good dollars.

That man is still some distance this side of fifty.

He started out in his early twenties to practice medicine in a life size and growing town. He made up his mind that the practice of medicine meant the giving of service to men of all degrees, high and low, and all that comes between those two designations. He pulled none of the stunts which young men of his age used to try

in going into a new town. He did not drive his horse madly through the streets, only to slow up when he got out into the country because he had no real destination; he did not have a pew the third row from the front in the church of his choice; he was not a lodge joiner.

He was simply a good doctor who had a good hospital experience and had picked out that town with malice aforethought, because he believed it was the town in which he would like to live and bring up his children, of which at the time of his location he possessed none.

The people learned to know more by observation than by any other way that the doctor could always be found at home. There were a number of other physicians in the old town, but in time of emergency oftentimes it would be learned that Dr. A. was away on a fishing trip, and Dr. B. had gone to Boston, and Dr. C. was out making calls, and so people were compelled to call for Dr. D.

He had a personality that won and that personality plus a considerable amount of sound medical knowledge and judgment, plus a great deal of common Yankee horse sense made the doctor the leading practitioner in his town and one of the outstanding general practitioners of his state.

When I say that he spent all of his time in his office or at his residence, it must be known that he had a garden of some dimensions, and a henry well stocked; his exercise was taken in that garden and in tending for his hens. When not keeping office hours or making calls the doctor

(Continued on page 42)

Modified Milk in Practical Form

EVERY physician realizes the difficulty of modifying milk in the average home. Aside from the ever present danger of contamination, the resulting milk, through lack of facilities or proper understanding, varies at each modification; the baby does not digest his food properly and is likely to be undernourished.

These troubles can be avoided, if as soon as an infant fails to show a progressive gain in weight on its natural food, recourse is had to Nestlé's Milk Food, either to supplement or to take the place entirely of its mother's milk. Nestlé's Milk Food is easily prepared by the mother or nurse for immediate feeding, by simply adding the requisite amount of water to a given quantity of the Food, and boiling for one minute. The routine use of Nestlé's Milk Food is soon followed by marked improvement in the baby's digestion and well-being.

When it is necessary to change from breast to bottle feeding, Nestlé's Milk Food makes the transition possible without difficulty. A baby who is nourished on this food develops just as a baby fed on mother's milk—sleeping as the normal infant should, and showing a steady gain in weight.

Nestlé's Milk Food, therefore, places the "modified milk" feeding of infants on a convenient and effective basis. It makes available pure cows' milk in a form that assures uniformity, and absolute freedom from bacterial contamination.

The best evidence of the value of Nestlé's Milk Food as a substitute for mother's milk is found in the healthy, happy babies who are thriving on it.

May we send you samples?

NESTLÉ'S FOOD COMPANY

112 Market Street
San Francisco

Nestlé Building
New York City

This Month's Free Literature

The brief paragraphs on this page are designed to keep busy physicians informed about useful literature and samples offered by manufacturers of instruments, appliances and pharmaceutical products. Our readers are requested to mention MEDICAL ECONOMICS when writing the manufacturer for this literature.

In a 72-page booklet entitled "Five Therapeutic Aids," The Drug Products Company, 156 Meadow St., Long Island City, New York, describes High Blood Pressure, its diagnostic Significance and its efficient treatment; Arsphenamine Administration and the treatment of Diabetes with Insoluls and Aurazyme. Copies will be sent on request.

* * *

C. M. Sorensen Co., Inc., 444 Jackson Ave., Long Island City, N. Y., distribute a folder entitled "Light on Dark Subjects." This describes the Sorensen Adjustable Light Fixture in detail.

* * *

"D & G Sutures" is the title of an attractive 48-page booklet published by Davis & Geck, 211 Duffield St., Brooklyn, N. Y. In addition to describing D & G Products it contains a lot of useful information about Sutures.

* * *

"The Messenger" is the name of a bulletin issued by the Standard Laboratories, Inc., 847 W. Jackson Blvd., Chicago. It features in an interesting way matters vital to the success of the Dispensing Physician. Dispensers interested will be placed on the mailing list on request.

* * *

"Thyroid Disturbances — Their Medical Treatment" is the title of a 32-page booklet on the latest therapeutics abstracted from works of eminent authorities, as well as the experiences of the family doctor. Copies may be obtained by writing Menley & James, 70 West 40th St., New York, N. Y.

"The Treatment of Respiratory Conditions" is a 24-page booklet containing the reports of 32 physicians on the use of Guaisodide in over 1000 cases of Pneumonia, Asthma, Pleurisy, Influenza, Bronchitis, Tuberculosis and other diseases of the respiratory system. Sent on request by George A. Breon Co., Kansas City, Mo.

* * *

Lavoris Chemical Company, Minneapolis, Minn., will send on request a small but very attractively printed booklet telling the story of their product Lavoris.

* * *

"Some Reminders — Mostly Diagnostic" is the title of a little booklet published by Fellows Medical Company, 28 Christopher St., New York City. It serves as an excellent reminder to the general practitioner on diagnostic subjects.

* * *

A 24-page booklet consisting entirely of case reports and conclusions by physicians using Collene is published by Thomas Leeming & Co., 130 William St., New York City. Copies on request.

* * *

G. W. Carnick Co., 417 Canal Street, New York, N. Y., publish monthly the *Journal of Organotherapy*, which is a record of progress in the study of the internal secretions and metabolism.

* * *

George P. Pilling & Son Co., Philadelphia, Pa., have just issued a 20-page bulletin describing Pilling-Made Chevalier Jackson Instruments. Copies may be had on request to the company.

More Foot Power Per Day for Doctors and Their Patients

Men and women can walk with greater ease in Cantilever Shoes because they allow the feet to function properly. Many physicians wear and recommend Cantilevers. The flexible arch, the natural lines and the wedged heel of sensible height are features that we have built into Cantilever Shoes to make them comfortable and healthful.

The flexible Cantilever arch laces up to follow the undercurve of the foot. This assures snug arch support without any restriction of foot muscles. Better circulation and free foot action result.

The lines of the Cantilever Shoes are the lines of the foot. The toes are allowed to straighten out and the foot can regain its normal form.

The wedged heel is slightly higher on the inside. This inclines the wearer to toe straight ahead, taking the weight off the inner and weaker side of the foot and distributing it evenly.

Both the men's and women's models are good looking. They are made of fine materials by skilled workers and their high quality makes them truly economical.

The Cantilever Shoe is sold by selected dealers in over 500 cities. Cantilever dealers are glad to co-operate with physicians toward the betterment of public foot-health.



A partial list of dealers is printed at the right. Names and addresses of other dealers may be had by writing the manufacturers, Morse & Burt Co., 1 Carlton Ave., Brooklyn, N. Y.

Cantilever Shoe

*For Men
&
Women*

All Cantilever Prices Have Been Reduced



Cantilever Shoe Shops

Cut this out for reference

- Akron—11 Ourtham Arcade (Main and Market)
- Albany—Howett's Silk Shop, 15 N. Pearl St.
- Allentown—H. Mayer, 987 Hamilton St.
- Atlanta—100 Peachtree Street
- Athens, Ga.—201 Broad Street (near Shallowford)
- Baltimore—328 No. Charles St. (2nd floor)
- Birmingham—219 North 19th St.
- Boston—109 Newbury St. cor. Clarendon St.
- Bridgeport—1025 Main St. (2nd floor)
- Brooklyn—516 Fulton St. (Prinsess Bldg.)
- Buffalo—641 Main St. above Chippewa St.
- Charlottesville—22 North Tyrone St.
- Chicago—1000 Lorain (near Broadway)
 - 133 E. 61st St., cor. Dressel Ave.
- Cleveland—1786 Euclid Ave.
- Columbus, O.—104 E. Broad St. (at 3rd)
- Denver—224 Folsom Ave.
- Detroit—107 W. First St. (near 1st Ave. W.)
- Elizabeth—258 North Broad St.
- Evanston—319 So. 3rd St. (near Main)
- Harrisburg—26 No. 3rd St. (Second floor)
- Hartford—Trumbull & Church Sts.
- Houston—29 Foster-Baker Commercial Bldg.
- Kansas City—100 Atlantic Bldg.
- Long Beach, Calif.—566 Pacific St.
- Los Angeles—565 New Pasadena Bldg.
- Memphis—26 No. Second St.
- Minneapolis—25 Eighth St. South
- Newark—397 Broad St. (2nd floor)
- New Castle, Pa.—229 E. Washington St.
- New Haven—110 Court St. (Opp. Union St.)
- New Orleans—109 St. Louis St. (Room 2000)
- New York—114 W. 49th St. (Opp. Public Library).
 - 2950 Third Ave. (Opp. 33rd St.)
- Oakland—516 15th St. (Opp. City Hall)
- Omaha—218 Howard St.
- Panama—378 E. Colorado St.
- Panama—37 Lexington Ave.
- Paterson—100 Erie St. (Opp. Erie Depot)
- Pearl—Johnson St. (Lomonosoff Bldg.)
- Philadelphia—1932 Chestnut St.
- Portland, Ore.—383 Alder St.
- Poughkeepsie—Louis Schlesinger
- Rochester—357 Main St. E. (3rd floor)
- Sacramento—300 Octavia St., K. near 7th St.
- St. Joseph—Main St. N. (Opp. Arcada Bldg.)
- St. Louis—516 Arch St. Bldg. (Opp. P.O.)
- St. Paul—43 E. 5th St. (Frederick Hotel)
- San Francisco—Phelan Bldg. (Arcade)
- Schenectady—446 State St.
- Syracuse—121 West Jefferson St.
- Tacoma—255 So. 11th St. (Fidelity Trust Bldg.)
- Toronto—Queen St. (Opp. Yonge)
- Trenton—35 Third St. (Opp. Bank)
- Utica—20 & 26 Blandina St., cor. Union
- Washington—1389 F Street (2nd floor)
- Yonkers—22 Main St.

New Instruments and Appliances

Our readers are requested to advise us of new and improved instruments, appliances and equipment. Where possible always furnish photographs or drawings.

B-D Manometer

The B-D Manometer embodies three distinct principles:

Gravity-mercury type,

Individually calibrated manometer,

Individually etched scale.

The Manometer Reservoir is unbreakable and made of metal which is guaranteed not to rust and is not affected by contact with mercury.



The Manometer Tube is thoroughly seasoned to provide against any change in the character of the glass.

The Metal Cap is a stabilizing device secured to the top of the manometer tube and fitted with a disc of non-corrosive, metal gauze and a disc of specially prepared leather. These discs while allowing the passage of air, prevent the passage of mercury. This combination stabilizes the column of mercury against undue oscillations. Since the Auscultatory method has obtained precedence over the Oscillatory, this feature

provides for greater accuracy and ease in reading the pressure.

The Scale is made of very heavy, white, vitrified material which has the same ratio of expansion and contraction as the manometer tube. Each scale is hand graduated and etched to conform to the individually calibrated manometer to which it applies. The scale is protected on all sides and rear by a heavy frame of American Walnut.

The Air Release is of micrometer type. It is an airtight release which will hold the mercury column indefinitely, enabling control within a fraction of a millimeter.

The Case is made of solid American Walnut, hand rubbed, with two piece lid designed to prevent warping and to allow the complete inflation system to be enclosed in the case. It is fitted with positive locks which automatically secure both sections of the lid, also a vertical lock which automatically secures the instrument in an upright position, ready for use.

A Certificate of Examination is furnished with each instrument.

Further information may be obtained from Becton, Dickinson & Co., Rutherford, N. J.

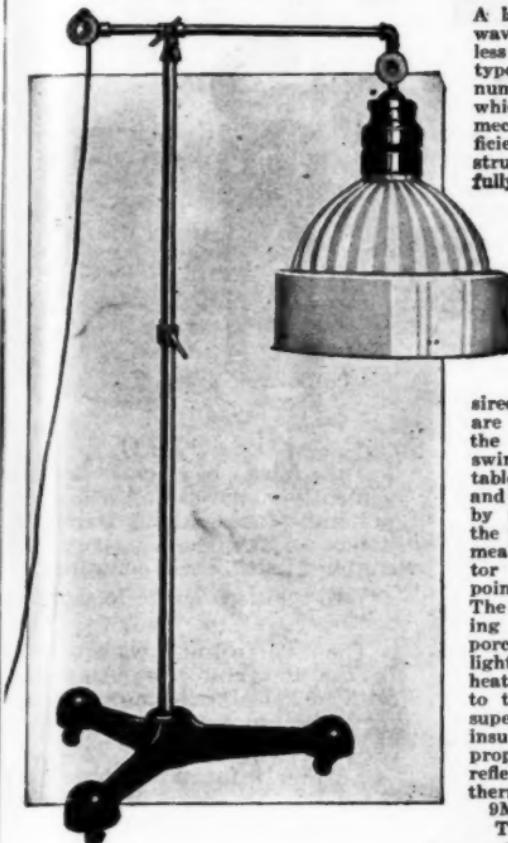
The Modern Waste Receptacle



The American Metal Furniture Co. has designed a new type of

BETZCO

Major Therapeutic Lamp

On Easy Terms—Only \$20⁰⁰ Down

A lamp that produces energy waves for therapeutic use for less money than many other types now in use. It has a number of superior points which guarantee all-around mechanical and electrical efficiency. It is of simple construction, perfectly rigid, yet fully flexible. It is mounted on a heavy tripod with telescoping, acid-proof, nickel-plated tube for height regulation. The interior of the rod into which it telescopes is fitted with a tension spring, making it easy to raise or lower the lamp and preventing sudden descent. All desired positions for treatment are obtainable by means of the extension arm, which will swing over any part of the table at the desired distance and angle. Arm is regulated by means of thumb-screw at the top of the standard and by means of a joint at the reflector which allows it to be pointed at any angle. The reflector is beautiful, being made from vitreous white porcelain. It produces a white light with just the degree of heat desired from the mildest to the most intense. It is a superior reflector, because it insures perfect uniformity, proper diffusing and proper reflecting of luminous and thermo rays.

9ME2390—Betzco MAJOR THERAPEUTIC LAMP, complete.....\$110.00

MAIL COUPON TO NEAREST ADDRESS

FRANK S. BETZ COMPANY HAMMOND INDIANA
CHICAGO, 30 E. Randolph St. NEW YORK, 6-8 W. 48th St.

Enclosed find \$20.00 as first payment on your 9ME2390 Betzco Major Therapeutic Lamp, it being understood that the balance of \$90.00 is to be paid in equal monthly payments of \$10.00 for nine months without interest. This offer to be under the terms of your rigid guarantee whereby you agree that this lamp must be up to the minute in workmanship and efficiency and that it will give complete satisfaction. In case I am not satisfied, you agree to take the lamp back and return my money.

Name
Address
City State

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BURNS

Radiant Light and Heat give excellent results in the healing of severe burns. The hyperemia, induced by increasing local circulation, promotes rapid tissue repair, prevents sloughing, and usually obviates disfiguring scars. The results obtained with this simple, harmless treatment will surprise and please you. Try the

Thermoflate

*Radiant Light and Heat
Applicator*

Its rays are parallel and give maximum penetration. There is no focal spot to burn or blister even in prolonged applications. Remarkable heating effect is secured with minimum current consumption. Used for years in Government and other hospitals and in private practice in the treatment of



Illustration shows Office Applicator No. 0670, 12" diameter, with stand, at \$30. No. 0645, Hand Applicator, has same design, 8" diameter, without stand, at \$10. Folding stand for No. 0645, \$6.00.

Genuine Thermolites are branded — Look for the name on top of applicator. It is your guarantee of satisfaction.

Write for Literature on Radiant Light and Heat

H. G. McFADDIN & CO.
42 Warren Street, New York
Makers of Lighting Devices since 1874

sanitary waste receptacles for the disposal of soiled dressings and other waste material.

These waste receptacles are 9" in diameter, 24" high and are made of white enamel. The inside is arranged to hold a standard 25-pound heavy Kraft paper bag.



The filled bag can be conveniently removed and a new bag put into place without soiling the hands. Fifty paper bags are supplied with each container.

Two types of Waste Receptacles are made:

The "Perfection" with opening in the top and the "American" with nickel plated hinged top and nickel plated foot lever for operations.

Further information obtainable from the American Metal Furniture Co., Indianapolis, Ind.

Littauer-Halstead's Mosquito Artery Forceps

Dr. Halstead designed mosquito artery forceps for use on a small operative field where many blood vessels need clamping. The thinness of the forceps where the two members are hinged is of importance. The mortise joint in Littauer's modification makes it possible to decrease the thickness of the forceps. The joint also makes for permanent accurate meeting of the fine points.

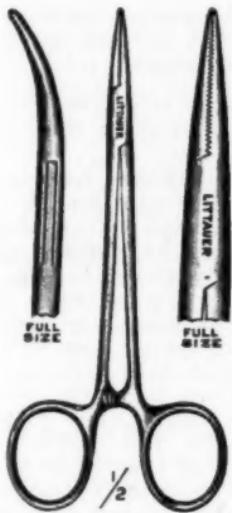
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May, 1924

MEDICAL ECONOMICS

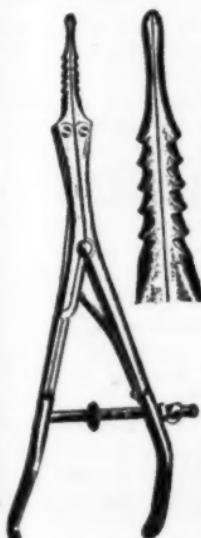
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Financial Department

The purpose of this column is to provide the physician-investor with reliable investment information and to help him in choosing the sound securities that meet his requirements.

Each month we will review briefly the financial situation and outlook and answer several questions of general interest on investment.

Business did not improve throughout the month of April. In fact all signs confirmed our forecast in the March review that trade and industry were steadily but gradually slowing down. Steel production declined sharply while commodity prices generally showed a further broad decline, though the absolute drop was relatively slight. Perhaps the most significant event of the month from the standpoint of industry was the slackening of sales of automobiles. The prosperity of this branch of industry has been phenomenal but there never has been any question that some day the automobile trade must approximate its limit of growth and suffer, temporarily at least the conditions of over production. This situation seems to have arrived and with it a recession of activity on the part of allied branches of the industry.

The financial situation continues to be aggravated by further delay in tax reduction, soldier bonus legislation and the consideration by Congress of other disturbing and objectionable measures. The encouraging factors of the month have been the favor accorded the Dawes Plan for the rehabilitation of Germany by the various governments concerned and the forceful address of the President regarding domestic and foreign affairs at the annual luncheon of the Associated Press representatives at New York. Regarding the much debated and much delayed tax revision measures before Congress, the probability is that a tax bill in some form will be passed by Congress at this session. Without question

Secretary Mellon has made out such a clear case for reform that the Democratic party cannot afford to prevent the passage of a tax bill—for political reasons if for no other. The strategy of Democratic leaders is to carry their point of taxing the rich in the sense that they put the burden of taxation upon the very large incomes, while they make their appeal to the public on the strength of the reductions which they propose in the moderate incomes. The probable outcome will be a schedule of rates which shall put back fairly high surtaxes but shall give real relief to the income taxpayers who are subject to the lower brackets of surtaxes.

Developments in the European situation continue to be encouraging. The Dawes Plan seems to be generally acceptable to the various parties concerned in the reparations dispute. Some changes in the details will be necessary but the broader aspects of the plan are generally regarded as just and the possibilities of arriving at a satisfactory agreement seem good. That our Government is anxious to exert its moral influence on the side of settlement has been clearly evident in all of President Coolidge's public utterances and the continued strength of the European exchanges indicates clearly the confidence bankers and the public generally have in the ultimate success of the Plan.

We continue to believe that bond prices will move to higher levels with probable lowering of prices for industrial shares in the stock market.

Financial Questions and Answers

Baby Bonds

QUESTION: I am thinking of investing \$2,000 in four high grade securities from the income of which I shall be partially dependent. Will greatly appreciate your opinion on the list from which I shall make my selection and also any suggestions which you may have to make. The list: American Telephone & Telegraph 5½s 1943; Pacific Telephone & Telegraph 5s 1952; Kansas City Power & Light 5s 1952; United States Steel 5s 1963; American Smelting & Refining 5s 1947 and City of Copenhagen 5½s 1944.

A. F. L.

ANSWER: All of the bonds mentioned are high grade. However if you intend carrying out your purpose to buy four bonds with \$2,000 you must eliminate the United States Steel 5s and the

(Concluded on next page)

"An Investor's Catechism"

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Pacific Tel. & Tel. 5s for the reason that they do not come in \$500 pieces. The other bonds however are obtainable in \$500 denominations.

An Inheritance

QUESTION: A short time ago I received through an inheritance the following bonds: \$1000 Empire Gas & Fuel 7½s; \$2000 Illinois Bell Telephone 5s; \$1000 Hamburg-American Line 6s; \$1000 Department of Seine 7s; \$1000 Pathe Exchange 8s; \$1000 Paris-Lyon-Mediterranean 6s; \$2000 Seaboard Air Line R.R. 6s and \$2000 New York Central R.R. Ref. & Imp. 4½s. Heretofore what little money I have been able to accumulate during twenty years of practice I have invested in first mortgages on local real estate, a field of investment in which I am fairly familiar. However I am unfamiliar with general market bonds and for that reason I am writing to you for your criticism of the above list. I am anxious to dispose of any bonds which you may deem speculative. Don't be afraid of shocking me by frank criticism. Many thanks.

L. B. C.

ANSWER: Your problem is easy of solution so long as you do not mind decreasing your income by the substitution of higher grade bonds with lower coupon rates. The securities which in our

opinion most need attention are the Empire Gas & Fuel 7½s, the Pathe Exchange 8s and the Seaboard Air Line R.R. 6s. For the first named bond we would substitute \$1000 Kansas City Power & Light 5s 1952, for the Pathe Exchange 8s we would substitute \$1000 Ohio Public Service 1st & Ref. 7s 1952 and for the Seaboard Air Line we would substitute \$2000 St. Louis-San Francisco R.R. Prior Lien 5s 1950. Bonds suggested in this exchange sell at approximately the same price as the securities which will be discarded. The other bonds on your list we regard as sound investments.

A Gilt Edged Investment

QUESTION: For a man unable to take a business risk with his savings what do you think of my investing \$1000 in one of the three following securities: Denver Gas & Electric 1st & Ref. 5s 1951; Niagara Falls Power 1st & Cons. 6s 1950; Cleveland Union Terminal 5½s 1972. Do you rate them gilt edged investments? Thank you.

H. B. B.

ANSWER: The soundest of the three securities you have under consideration is the Cleveland Terminal issue. The other two are not exactly gilt edged but for all practical purposes they are as sound as need be for one of average means.

Why Some Doctors Do Not Succeed

(Continued from page 16)

patients' fears to pay them unnecessary visits and collects unmercifully from those unable to pay, is not the kind of man to *enjoy* the outcome of his success, for after all it is what you *get out of your success*.

A doctor should so demean himself as to command the confidence and esteem of the community, and he should study the way to make friends. When a physician is generally beloved in a community and carries a word of cheer and a hearty handshake wherever he

goes, he has only to use a little "horse sense" to get the best patronage around him.

As an example of the value of friendship and approachability on the doctor's part I recall an instance of long ago: A young man from the country studied medicine in this city and after graduating decided to commence practice here. He was not a robust man and feared that he was threatened with tuberculosis. His means being very limited, he

(Concluded on page 46)

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ARE TIRED of building up a practice from which the drug store profits—

WANT RELIABLE DRUGS, at a splendid saving—products which are not sold at the drug counter—

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Please give me complete information about the proposition advertised in the May issue of MEDICAL ECONOMICS.

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Current Literature for Investors

The booklets listed below contain investment information relating to bonds. Check the booklet or booklets desired and send page to Financial Department MEDICAL ECONOMICS. We will forward your requests to the bond houses that publish the booklets, and they will be sent to you. Every investor owes it to himself to know the whys, wherefores and danger signals of investing. Hard earned money should never be put into the hands of glib talkers who promise tremendous yields and give nothing but a beautiful specimen of engraving. MEDICAL ECONOMICS is endeavoring to present to the Medical Profession information regarding safe methods of investment.

Building The Bond.

"How do you make your loans?" The answer is an interesting story—the story of investigation and inquiry, into every detail of a proposed first mortgage bond issue, so that you, as the investor of funds, perhaps hard-won, may enjoy complete security and payment in full of both principal and interest on the days due.

The Formula of Safety.

The salient features of this Formula of Safety as developed by this established old house are here set out for investors who would think before rather than after placing their funds, and who may thus have assurance in the reliable past performance of this old established house.

Creating Good Investments.

Describes in general how good first mortgage bonds are created and the scientific and legal safeguards which are provided for the investor.

Prudence Bonds Provide the Guarantee that Prudence Demands.

Shows you how to lay the foundation of an income that will never fail you. A booklet explaining guaranteed real estate mortgage bonds as a factor in investment.

How to Select Bonds.

This pamphlet divides investors into three classes. 1st. Those who must buy "safety of principal." 2nd. Those who MAY buy maximum income. 3rd. Those who should buy "ready marketability." It then proceeds to explain what type of bonds each class should purchase.

The Secret of Financial Success.

This booklet should give you new ideas on getting ahead in life. It relates much of interest in the experience of famous men who followed certain rules with extraordinary success.

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That the vapor evolved by the use of Listerine in the sick-room proves very refreshing to the patient. It is applied by means of a spray or by saturated cloths hung about in the room.

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Origin and Development of the Real Estate Mortgage

(Continued from page 20)

both great wealth and literary turn of mind.

Modern students of antiquity are deeply grateful to him for the wonderful records he left of things as they were in his day (B. C. 2400) and for ages before. After much scholarly labor these writings have been deciphered and thoroughly mastered and the story they tell is that man was far advanced in the arts and that there was a very extensive learning even in those early times, which we are ever prone to think of as benighted.

It is on these tablets, the books of record of that ancient and remote period, that mortgages are frequently referred to; furthermore, some of the buildings had the amounts and dates of their mortgages carved in the cornerstone, so firmly established was the practice of borrowing and lending on real estate.

It is easy to understand why this was so, even at the very inception of human communities, when we remember that it was by means of the mortgage that sufficient shelter could be provided for growing populations, while on the other hand the thrifty and prudent were thus furnished a safe and profitable investment for their surplus wealth. It was not only so then, but is now, and probably always will be.

This service of bringing the borrower and the lender together, for their mutual benefit, is best performed in our modern times by the great mortgage guarantee companies which first lay in a stock of carefully selected mortgages, thereby helping to provide much needed homes, and then sell these mortgages to the investor with the company's guarantee of the payment of both the principal and the interest. Under this guarantee the company is obligated to care for every detail, thus relieving the investor of all care and trouble.

The average investor, unfamiliar with real estate values, is at a disadvantage in trying to distinguish good security from that which is poor or questionable. There are many things to know in making a wise selection, such as whether the building is suitably located to earn an adequate interest on its cost, what the rate of this interest ought to be for various types of building, how to figure from the rents the probable market value and then to determine whether the mortgage bears a proper and safe relationship to that value.

Besides these considerations the investor should know the tendencies of the locality, the impending neighborhood changes which might affect the security and other similar information which can be obtained only by study and by an expenditure of time which most private investors could not afford. When they buy *guaranteed* mortgages, however, all these matters will have been given conscientious, expert attention beforehand by the company which guarantees them and the purchase of one of these guaranteed mortgages is very nearly as simple for the investor as buying a postage stamp.

A very useful modification of the guaranteed mortgage is the guaranteed mortgage certificate, by which the investor may purchase a share in a guaranteed mortgage for any amount he chooses, however irregular, provided it be not less than \$100. These guaranteed certificates are very convenient for trustees with odd balances for investment and for those who desire to set aside regularly something for the future.

May I impress upon the reader the difference between guaranteed and unguaranteed real estate mortgages. In safety, the difference is vast, because any company

(Concluded on page 46)

Dentists of Some 50 Nations Give Pepsodent Approval

Pepsodent has now been subjected to eight years of tests. Many thousands of dentists and millions of users have tried it and watched its results.

Now leading dentists the world over give Pepsodent approval. Careful people of some fifty nations are employing it today.

How it differs

Tooth pastes based on soap and chalk are alkaline, of course. Pepsodent is mildly acid.

It is found that mild acidity acts to disintegrate mucin plaque at all stages of formation.

Mild acidity increases the alkaline index of the saliva to better neutralize mouth acids.

It increases the ptyalin index of the saliva to better digest starch deposits on teeth.

It is known that people whose dietary consists largely of acid fruit are notably less subject to caries. Pepsodent embodies in a dentifrice that acid principle.

Another difference

Instead of chalk we use in Pepsodent a mixture of calcium phosphate and anhydrous calcium sulphate, finely powdered. This mixture makes an ideal polishing agent, far softer than enamel.

Lack of soap lubrication makes it rather conspicuous, and that fact once led to some question. Was that agent too effective?

To answer this we made many tests. Teeth were brushed with Pepsodent up to 250,000 times, with no sign of injury to the enamel.

Some asked if the acidity could harm. To answer that, natural teeth were immersed for four years in Pepsodent mixed with saliva, but without harmful results.

After eight years of testing by us and by others, every possible question has been answered in favor of the Pepsodent principles.

Send the coupon for full information and for a tube to try. If you have any questions, let us answer them authoritatively.

The use of Pepsodent is so wide, its principles so important, that we want all to have a correct understanding.

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Please send me, free of charge, one regular 50c size tube of Pepsodent, with literature and formula.

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Enclose card or letterhead

Time Is the Biggest Asset a Man Possesses

(Continued from page 26)

was playing around with his hobbies. He enjoyed these hobbies and it enabled him to keep on the job. Occasionally, he arranged his calls with one of the local practitioners and went away for a few days fishing, but always he was within telephone touch of his work.

Is this the height of one's ambition, you ask? Should a man be such a slave to his profession as to devote his entire life to work and see none of the sunny side of things?

Success comes only from hard work and we see here a man, not at all brilliant, but capable and trustworthy, who has made the most of his talents and who could comfortably retire today some years before he has reached the age of fifty. His accumulations have been due to a native thrift and an ability to pick out good investments; perchance he at one time put money into some investments which bankers would term speculative, although he has assured me that he never bought a stock on a margin. The fact remains, however, that in a little over twenty years he has accumulated an amount that the majority of medical men will never see and has done this through his own unaided efforts; while other men have been playing, the doctor has been working, and getting his own

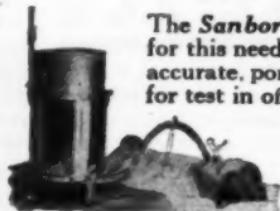
enjoyment in his own way, with his garden and his hens, and with his friends.

Now that he has arrived, the doctor relaxes a bit. Occasionally, of a pleasant afternoon when his office hours are over he slips into his car and plays a round of golf in a nearby country club. He can be at his office or anywhere within a comfortable radius within ten minutes. Sometimes after his evening office hours are over he plays a rubber of bridge. Very occasionally, he goes to the big city and takes in a theatre. Those are recreations which he has, within the past few years, begun to allow himself and I suspect that having accumulated what he deems to be a competency he is likely to adopt some of the expediencies of pleasure that many men take up in the youth of their professional life and continue.

I am not saying that the doctor has lived the kind of a life that would appeal to every physician, because it may be and probably is too narrow for many, but I do say that one would go far and inquire often to find a practitioner who has made more of an impression upon his community and the people with whom he comes in contact than this self-same modest physician.

(Concluded on page 44)

Can You Correctly Diagnose and Treat Thyroid Disturbances?



The *Sanborn Handy Metabolism Apparatus* is designed for this need of the *average general practitioner*. It is accurate, portable and simple. May be quickly made ready for test in office or patient's house, and each step in your calculation is made clear by our direction.

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I enclose first payment, \$2.00. Send Bau'manometer complete on 10-day's trial. If I keep it, I pay per month, \$30.00, in 10 monthly payments of \$3.00, without interest. I agree title remains in you until paid in full.

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Send just \$2.00 and we will forward it to you at once. Try it. If not thoroughly satisfied return and get your money back. If perfectly satisfied, send the balance in ten monthly installments of \$3.00 each; without interest—\$32.00 in all complete, which is the regular cash price everywhere.

(Concluded from page 42)

The hope of multitudes of suffering women is

Menstrual Tranquillity

—relief from the bodily discomfort and physical disablement of that ever recurring infliction incident to the menstrual function.

APIOLINE

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a definite, clinically effective, isolated principle of parsley, enables the physician to afford the menstrual invalid a very marked degree of relief.

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are peculiarly serviceable as a gentle but efficient stimulant to the ovarian function in *Simple Amenorrhea* —Dysmenorrhea—Menorrhagia.

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In short, Dr. D. is considered by many who know him as the ideal type of practitioner. I am not holding him up as an example, but simply present him to the readers of MEDICAL ECONOMICS, in the thought that some men may take the lesson of his activities to themselves and do likewise.

Pots and Pans, —and Sterilizers

The pots and pans in our own homes are washed every time they are used, aren't they? Even if we simply boil water, the utensil is washed and wiped out.

Why should a sterilizer be any different? There's no food in it to be sure; but if neglected there comes an accumulation of dirt, lime and filth that is disgusting.

How many doctors wash their sterilizers every day, or even wipe them out? How do the insides look? Are they as clean as the pots and pans in their own homes? A sad, sad story could be written on this subject.

When a sterilizer gets in a filthy condition, whom does the doctor blame for its appearance? Not himself or his girl. It is the manufacturer and the salesman. It's their fault because it isn't spic and span.

Not fair! Let the doctors insist on the girls' emptying and wiping out the sterilizer each night.

Of Interest to Every Doctor

When you want the therapeutic action of iodine, you want it, of course, without the disagreeable side symptoms, such as gastritis and acne. For this reason the alkaline iodides are not likely to be employed by one considerate of his patients. The alkaline iodides or syrupy preparations of iodine are unnecessary when "IODOTONE" will do the work without any unpleasant after effect.

"IODOTONE" is a standardized glycerole of hydrogen iodide, each fluid dram containing one grain of physiologically available iodine, in a palatable vehicle. It does not contain sugar or alcohol and is especially beneficial in the treatment of Asthma, Bronchitis, Pneumonia, Arterio-Sclerosis, Rheumatism, Goiter, Eczema, Syphilis, etc.

Dose—One to two teaspoonfuls in a little water, three times daily. Best results are obtained by giving it about fifteen minutes before meals.

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An unexcelled sedative and antispasmodic
in *Epilepsy, Uterine Congestion,*
Headaches, Alcoholism, the
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A potent stimulant
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results in *Biliousness, Cholangitis,*
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To Physicians who will write in, mentioning MEDICAL ECONOMICS, we will
be glad to send liberal samples and interesting data.

(Concluded from page 36)

rented a modest office and secured board at the table of a sensible plain widow who furnished enough good substantial food at a reasonable price to about forty carpenters, bricklayers and mechanics seated around two long tables. This young doctor had the good sense to know that he could not walk into a "swell" practice for many years, and that the few dollars he had available would be gone in a month if he "put on airs" looking for big fish, so he started among those most likely to take to him. He had the tact to be friendly without familiarity and within a month he had forty or fifty champions and friends, loyal, hardworking, debt-paying fellows who never lost an opportunity to help a man who was not

too proud to eat at the table with a working man. This man was a good physician and his heart was in his profession. He entered the humble abodes of his patients with the right feelings of humanity and rejoiced at their recovery from illness and pain. These plain people gave him their practice to a unit and they paid him too, and they advertised him to their employers. In a few years he had the practice that many doctors never reach in a lifetime.

The secret of his success was due to the fact that he possessed common sense, kindness of heart, self-respect, honesty of purpose and tireless energy, qualities that will make any man a success in any calling.

(Concluded from page 40)

which pledges all of its resources behind its guarantee necessarily takes many precautions for its own as well as the investor's in-

terests; in yield, the difference in income is so slight that it does not justify sacrificing the protection of a guarantee.

Safe — Simple — Effective — Economical

Employ a ready-to-use solution of neoarsphenamine or sulpharsphenamine in the form of

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It Always Gives Satisfaction

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A cardiac tonic that imparts tone to the heart muscle by improving its nutrition. Notably effective in the treatment of *Tachycardia, Palpitation, Arrhythmia, Tobacco Heart* and all *Functional Cardiac Disorders*.

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A gentle but efficient laxative that acts by stimulating the physiologic processes of the bowel. Affords prompt and satisfactory relief from *Chronic Constipation*, without griping or other unpleasant effects.

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Letters of a Self-Made Doctor

(Concluded from page 23)

an abscess or something of that sort, one would be able to establish a better diagnosis. Fortunately or unfortunately, whichever way you wish to look at it, I have never had any cases like those mentioned tonight. But on theoretical grounds, I think I am right."

Now, I suppose you wonder what all this means to you. I know you do not belong to the third class and have sense enough to keep your mouth shut. But don't even be in the second class if you can help it. I don't know any place where a man is measured better than at a medical society

meeting unless it is around the poker table. When scientific subjects are discussed, either you know something about the subject under discussion or you don't. In most instances you don't. This is the time to show your common sense.

The bright man is the one who frankly says that there are some things which are beyond him. It is well enough for him to go and listen, for where would all the great scientific men get their audiences if it were not for dunces like you and me?

Cordially,
ERASTUS HUTT.

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